



THE NUMISMATIST

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AMERICAN NUMISMATIC ASSOCIATION

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Editor

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November 20, 1968

Dear National Coin Week Committee Members:

A publicity release is being prepared for all the numismatic media and you should be receiving copies in a day or so.

The release announces the cooperation between the ANA and the Food and Agriculture Organization of the United Nations, and that we will be sharing a common theme for next year.

As you all know, this committee is made up of members of the various numismatic publications and I'm asking each and every one of you to accept a special duty in helping to gain more recognition for National Coin Week and create a better image of the coin collector among the general public.

I am asking Ed Neuce of Coin World to handle the sub-committee on national publicity. This would be the publicity that NCW could get through the general press, radio and television.

I am asking Chet Krause to handle the sub-committee on government contact. I hope that we can get a unified effort on the part of governors' proclamations and National Coin Week recognition by our own government.

I am asking Dick Hyde to handle our sub-committee on coin clubs and organizations. Last year, the most effort exerted by clubs were those in the class B classification, those composed of 50 to 100 members. Only three clubs with membership larger than 100 members officially participated in National Coin Week competition. Here is where our greatest strength lies and here is where we should be concentrating a great deal of effort.

I am asking Lee Martin of Coinage to head the sub-committee on individual participation. Again interest in these categories, both at the junior level, at the foreign level and at the national level was minor in the past year. Lee will have his hands full on coming up with ideas on how to reach the individual and get him to participate more actively in National Coin Week.

I hope that all of you will pool your ideas and direct them to the chairman in charge of the appropriate sub-committee, with copies of the correspondence being sent to me, in order that I may coordinate all the efforts.

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At present, National Coin Week is really a contest between a few individuals and clubs. This should not be. It should be a concerted effort by all those involved in the hobby, whether by profession or advocacy, to promote numismatics for what it is; not a contest for trophies or individual recognition, but a great, wonderful hobby with emphasis on its educational potentials.

Sincerely,

EDWARD C. ROCHETTE
Editor

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Copies are being sent to the following people:

Mr. Ed Neuce, Coin World
Mr. Chester L. Krause, Numismatic News
Mr. Dick Hyde, Numismatic Digest
Mr. Lee Martin, Coinage